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CONSUMER TIME

FOOD IN 1946  
(Peace is Worth Paying For)

NETWORK: NBC

DATE: December 8, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM - EST

(Produced by the U. S. Department of Agriculture...this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER....CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.

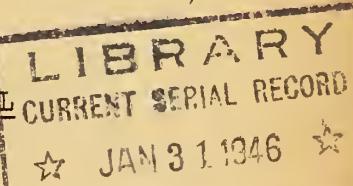
5. MUSIC: OPENING THEME

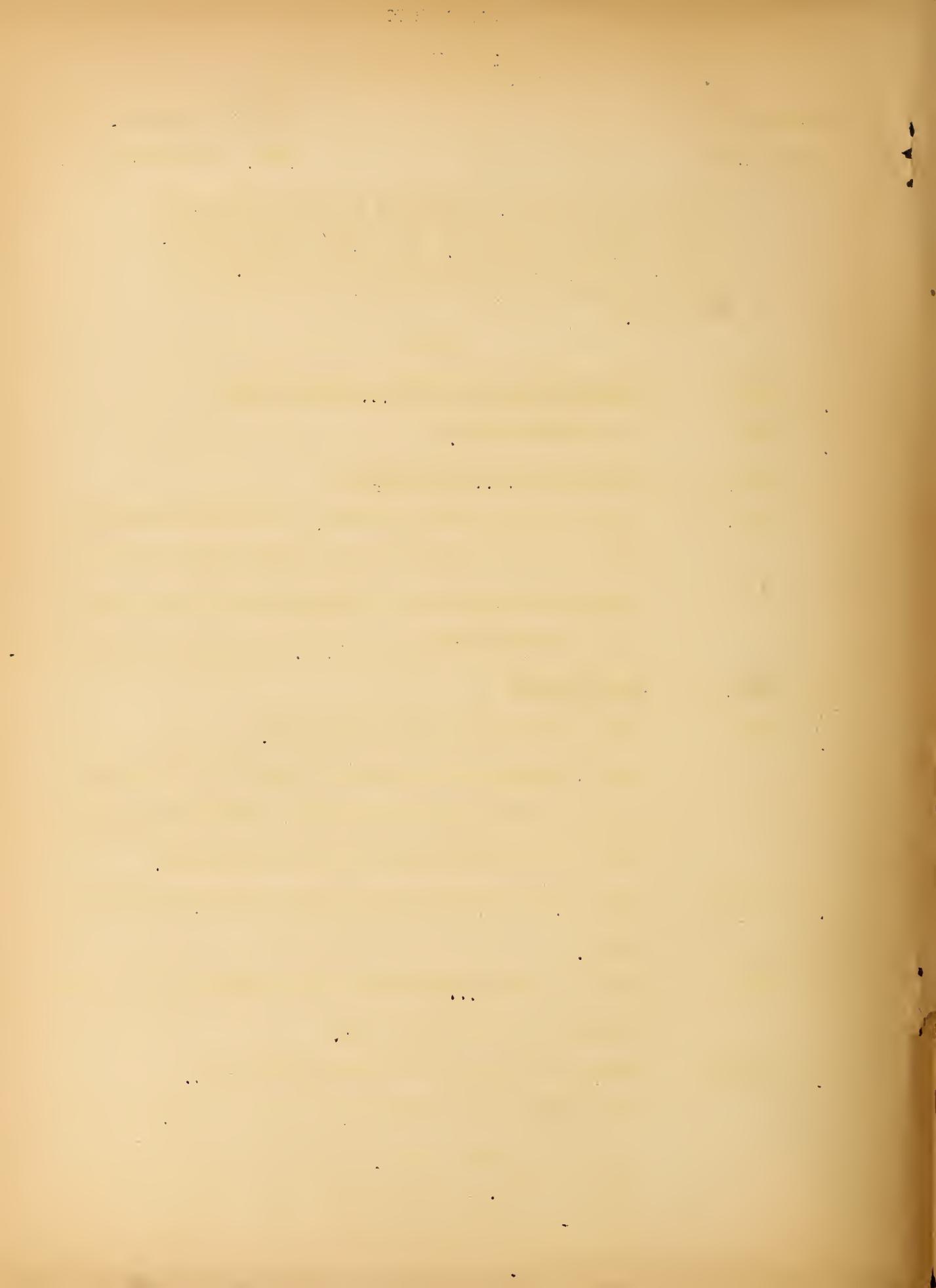
6. JOHN: Today we're going to hear about food.  
About breakfasts and lunches and dinners; the food that millions of Americans will enjoy in nineteen-forty six.  
What the food situation is for the coming year.

7. FREYMAN: There will be plenty of most foods; some will still be scarce.

8. JOHN: But on the whole...Americans will continue to eat a good deal more than before the war.

9. FREYMAN: Then...we are going to hear about farmers...  
Farmers this year, last year, and next year...the job they have done; and are doing...and the job they will do in the months to come...to produce food for the United States of America. We are, incidentally, going to tell another thing about these farmers...it has to do with something called a Victory Loan.





10. JOHN: Then...one more thing... We're going to hear about you!

11. FREYMAN: About me, Johnny?

12. JOHN: About you, Mrs. Freyman. You're a homemaker, aren't you?

13. FREYMAN: I certainly am.

14. JOHN: And a housewife and a cook and a consumer and a chairman of the board of directors of the pursestrings department?

15. FREYMAN: I am indeed!

16. JOHN: Very well...we're going to hear about you...too.

17. MUSIC: LIGHT BRIDGE

18. JOHN: To begin with, Mrs. Freyman...the year 1946 promises to be about the most important peacetime year that farmers have seen in a third of a century.

19. FREYMAN: And why is that, Johnny?

20. JOHN: Well...first of all...most wartime restrictions are out of the way. Then there's a big demand for food and lots of it. There'll be export shipments again...there'll be plenty of new farm machinery on the market.

21. FREYMAN: My things do look rosy down on the farm, don't they?

22. JOHN: Yes...and there's this too...Farmer's savings, like the savings of a good many other people, have been the largest in history.

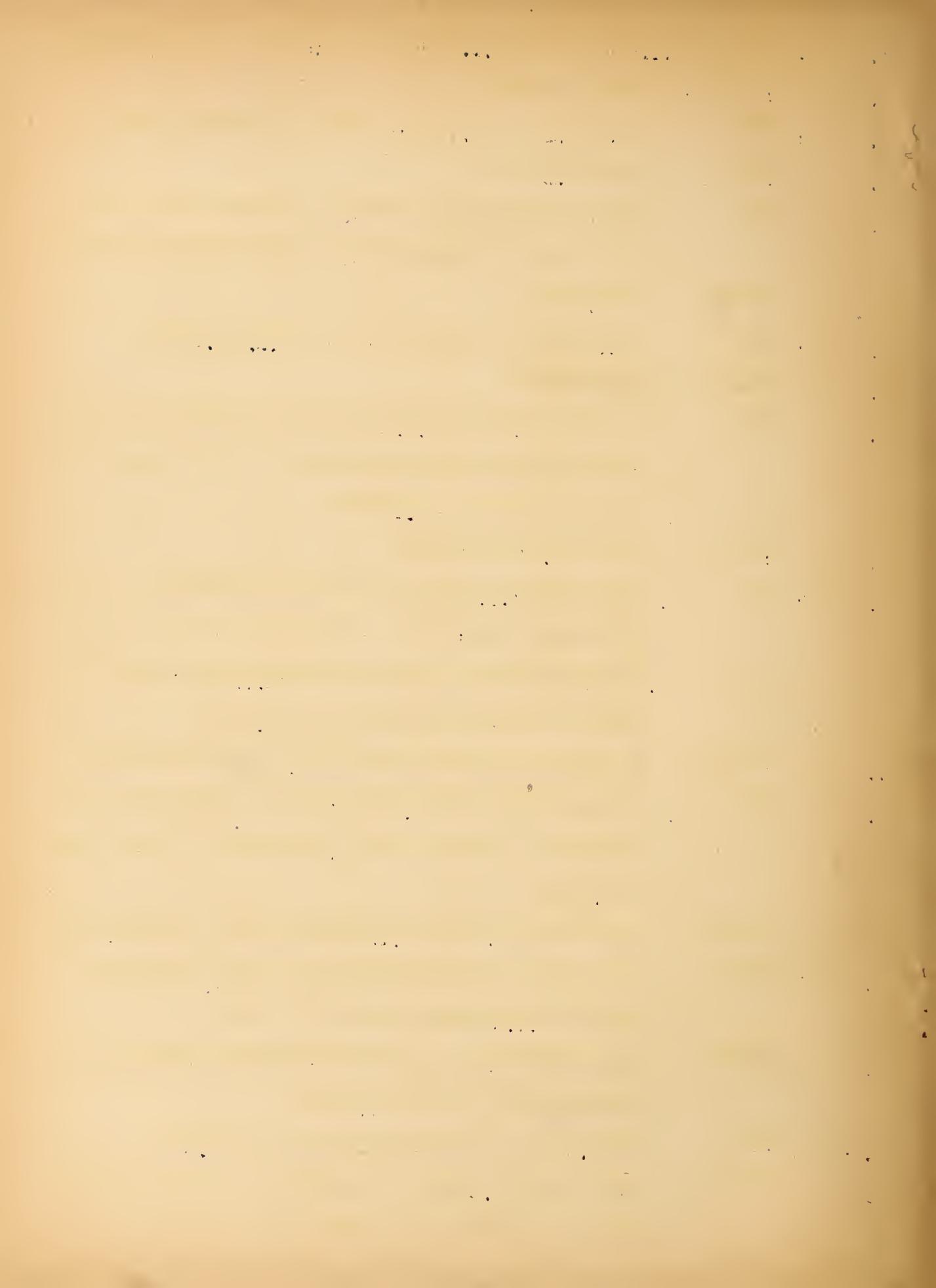
23. FREYMAN: I don't like to brag, exactly...but mine are too, Johnny.

24. JOHN: Yes, a lot of people nowadays have bigger savings than they've ever had...put away in war bonds.

25. FREYMAN: And it certainly is a great temptation to blow it all on something big and new and shiny...

26. JOHN: With wheels. Or something all covered with fur.

27. FREYMAN: With turn-back cuffs. Or something big and square with a roof and a chimney on the top.



28. JOHN: It certainly is a temptation. It's great to be able to buy what you want again...to have the money saved up to buy it with. The important thing is, though...not to blow all your savings away on things that are high-priced because they're still scarce. The important thing is to hold on to those savings until the industries can begin to produce enough for everybody...and prices go down again.

29. FREYMAN: And that means keep on saving instead of spending.

30. JOHN: That means to save your money away in Bonds, and wait until things can be better quality and lower priced. It's simply a matter of being thrifty.

31. FREYMAN: So that's what you meant a few minutes ago, Johnny, that this program was not only about food and farmers, but it was about me.

32. JOHN: Sure! See how I snaked it in there?

33. FREYMAN: (LAUGH) I catch on, Johnny. I'll buy 'em.

34. JOHN: And to get back to the farm...farmers with their big war bond savings, are buying still more bonds during the Victory Loan drive. I think their reasons why are pretty interesting. Mrs. Freyman. It all ties in with our story...the story of the Nation's food in '46...what's scarce; what's plentiful; what the farmer himself has to say about it.

35. FREYMAN: First I'd like to know what about sugar, Johnny...will there be any more next year?

36. MUSIC: LIGHT BRIDGE...FADE DOWN UNDER. SWANEE RIVER OR SOME SUCH SOUTHERN AIR.

37. FARMER: I plant sugar cane in Louisiana... Had a pretty good year, too. Matter of fact the crop's somewhat bigger than last year.



38. FREYMAN: Well! Does that mean we're going to have more sugar in this country?

39. FARMER: There'll be a little more sugar, ma'am...but still not near enough to supply all you want. We have the smallest stock of sugar on hand in this country since the beginning of the war.

40. FREYMAN: But didn't I read somewhere that a million tons of sugar was discovered on Java? Isn't a million tons a lot of sugar?

41. FARMER: Sure it is. It was a million and a half tons, you know. And as a matter of fact this discovery means that there'll be about five percent more sugar for the whole world.

42. FREYMAN: Does it mean we'll get more in the United States?

43. FARMER: Depends on how much gets allocated to us. Usually most of the sugar from Java goes to Asia. But this sugar windfall may release some from other sources, to the U.S.A.

44. FREYMAN: Well, I hope so. I'd like to do some canning this summer.

45. FARMER: We'll you'll still have to go easy on the sugar this coming year...until imports and world production get back to normal.

46. FREYMAN: Well, it looks that way.

47. FARMER: But things in general look pretty good, ma'am...as far as the whole food situation goes. I mean, with meat rationing off, and farmers producing a whale of a lot of food...

48. FREYMAN: Things do look good for '46.

49. FARMER: You know, I've been farming for a long time now...I've had good years and bad, here in the cane fields. Went through the last war, with sugar scarce as anything...and made good money. Then came boom times afterwards...

49A. FREYMAN: (QUIET INTERJECTION...NOT INTERRUPTING) Yes, I remember...

49B. MUSIC: BACKGROUND SNEAK

49C. FARMER: And I went and bought a lot of high priced land...sort of blew all my savings. Everybody else did too. And when the depression hit us, she hit hard. I came near losing the whole plantation, and didn't have a cent. Managed to hang on though...and this gray hair and these rough old hands aren't for nothing, Mrs. Freyman. I guess if there's any such thing as learning a lesson, I learned mine.



50. FREYMAN: I see...

51. FARMER: I got savings now, and I'm hanging on to 'em...even though things right now in the sugar cane business look good. Real good. I've got bonds stored away, and I'm buying and buying...all I get my hands on!

You're a housewife, and I'm a farmer, Mrs. Freyman... and I got reason to believe...it's a good plan for both of us.

52. MUSIC: UP FOR BRIEF BRIDGE

53. JOHN: That's what a sugar cane grower has to say, Mrs. Freyman... What other foods are you wondering about...for 1946?

54. FREYMAN: Well, Johnny...I'd certainly like to know if taking the ration off of meat is going to mean that I can get all I want. Will we really have more meat in 1946?

55. MUSIC: BRIDGE...HOME ON THE RANGE...FADE UNDER AND OUT

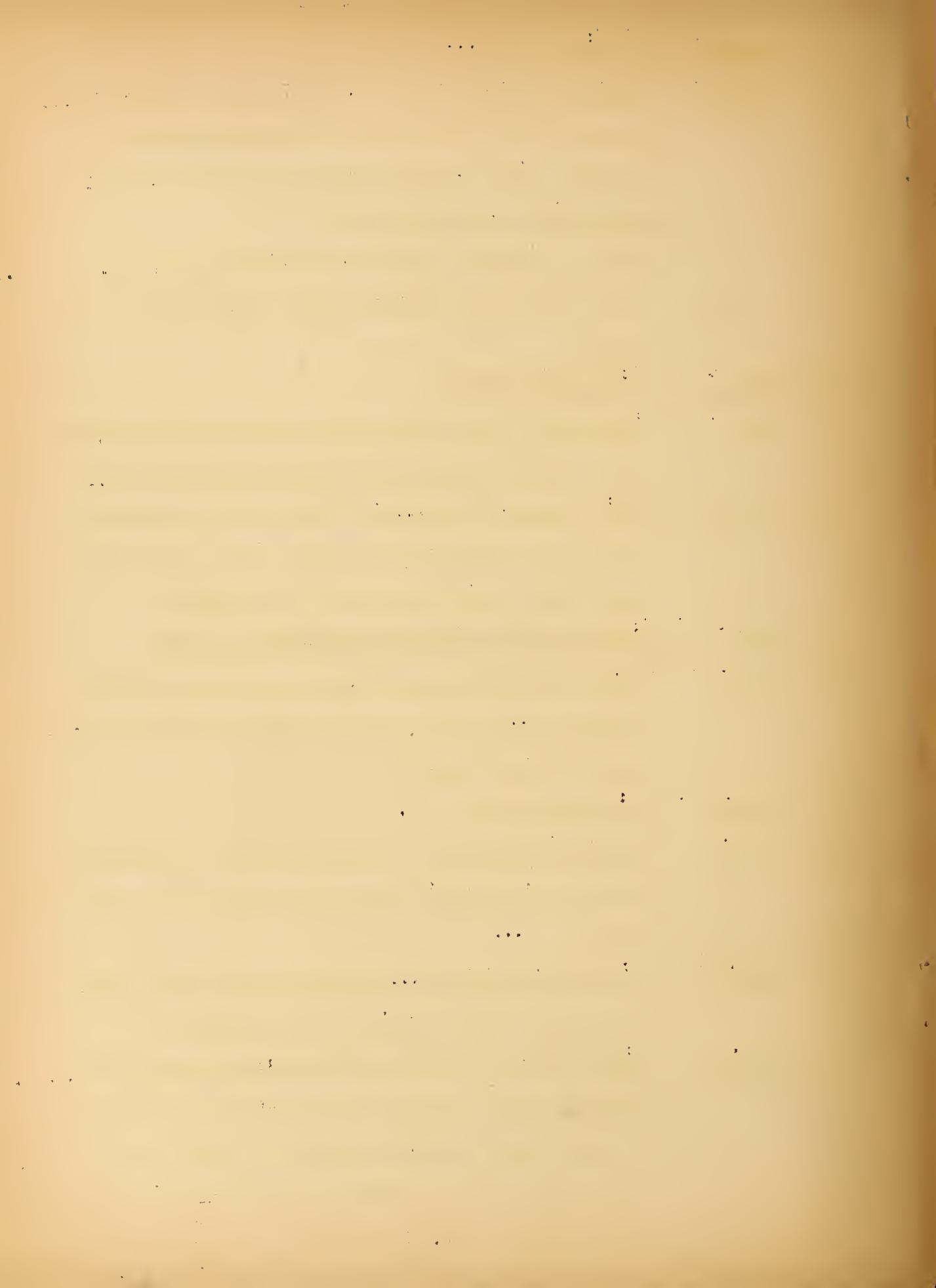
56. RANCHER: Howdy, Mrs. Freyman...and welcome to the Lazy Y Ranch. So...you want to know about meat next year. What the supply's going to be...is that it?

57. FREYMAN: Yes indeed I do...

58. RANCHER: Well...I guess you're like everybody else and rejoicing that you don't have to worry with ration points on meat anymore...

59. FREYMAN: I certainly am...and I'm just hoping that people won't buy so much there won't be enough to go around...

60. RANCHER: Well, I guess you just needn't worry about that, Mrs. Freyman. Maybe there'll be times when some meats aren't so easy to find, but on the whole the picture's good. Now for instance we're producing even more meat than last year... and of course we don't have that heavy military requirement we did before. Last year we sent 6 billion pounds of meat to our Armed Forces and for other export needs.



61. FREYMAN: But we'll still be sending meat overseas in 1946, won't we?

62. RANCHER: Sure, but far less than 6 billion pounds. There'll be more pork in '46...and we'll continue to have the tremendous quantities of beef we've had since 1944...probably through 1947, so they say. Anyhow, now you folks at home will be getting a lot more of it.

63. FREYMAN: I see...

64. RANCHER: Look off over there at the cattle ranges, ma'am. That's the finest range you'll see anywhere. We've had good luck good weather...good pastures, in the last few years. We've had plenty of grain. That's helped us to raise good cattle and plenty of 'em. We've had an almost record-breaking amount of cattle in this country.

65. FREYMAN: Now that's really interesting. I seem to remember somewhere that people in this country are actually eating more meat than ever, in spite of the fact that it has been hard to get.

66. RANCHER: Yes ma'am...last year civilians ate meat at the rate of 150 pounds apiece. And that was the highest rate in over 30 years. Before the war, we were eating only about 126 pounds apiece a year.

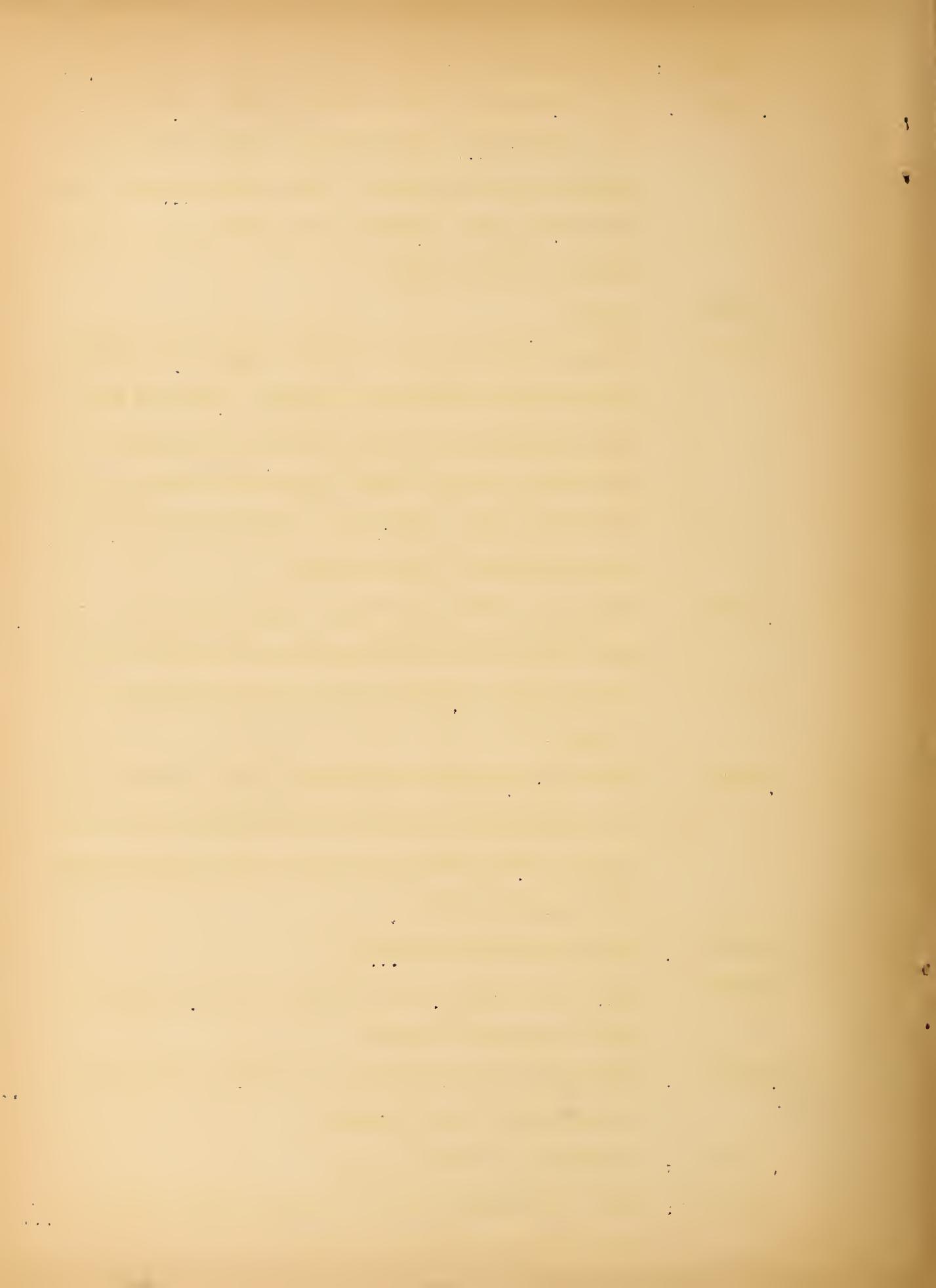
67. FREYMAN: What about this year...1945?

68. RANCHER: About 130 pounds. Less than last year...but still way above the pre-war average.

69. FREYMAN: But anyhow, there's going to be enough meat to go around... and that's all I want to know.

70. RANCHER: I think you can count on that.

71. FREYMAN: Which means another good year for you cattle ranchers... and for other livestock raisers.



72. RANCHER: Yes they've been good years, if not exactly easy ones. We've had to do a lot with less help, and less equipment.

73. FREYMAN: I understand, from talking to farmers around the country... that a lot of their extra savings are going into bonds... I suppose you have the same story.

74. RANCHER: Tell the truth, I never did any saving in my life before. Then during the war, I made a little extra dough...and there just wasn't much to spend it on. So I plunked it away in bonds. Purely for my own private reasons, Ma'am. I just figured that if I got four dollars back for every three I put in, it was a pretty good place to keep my money.

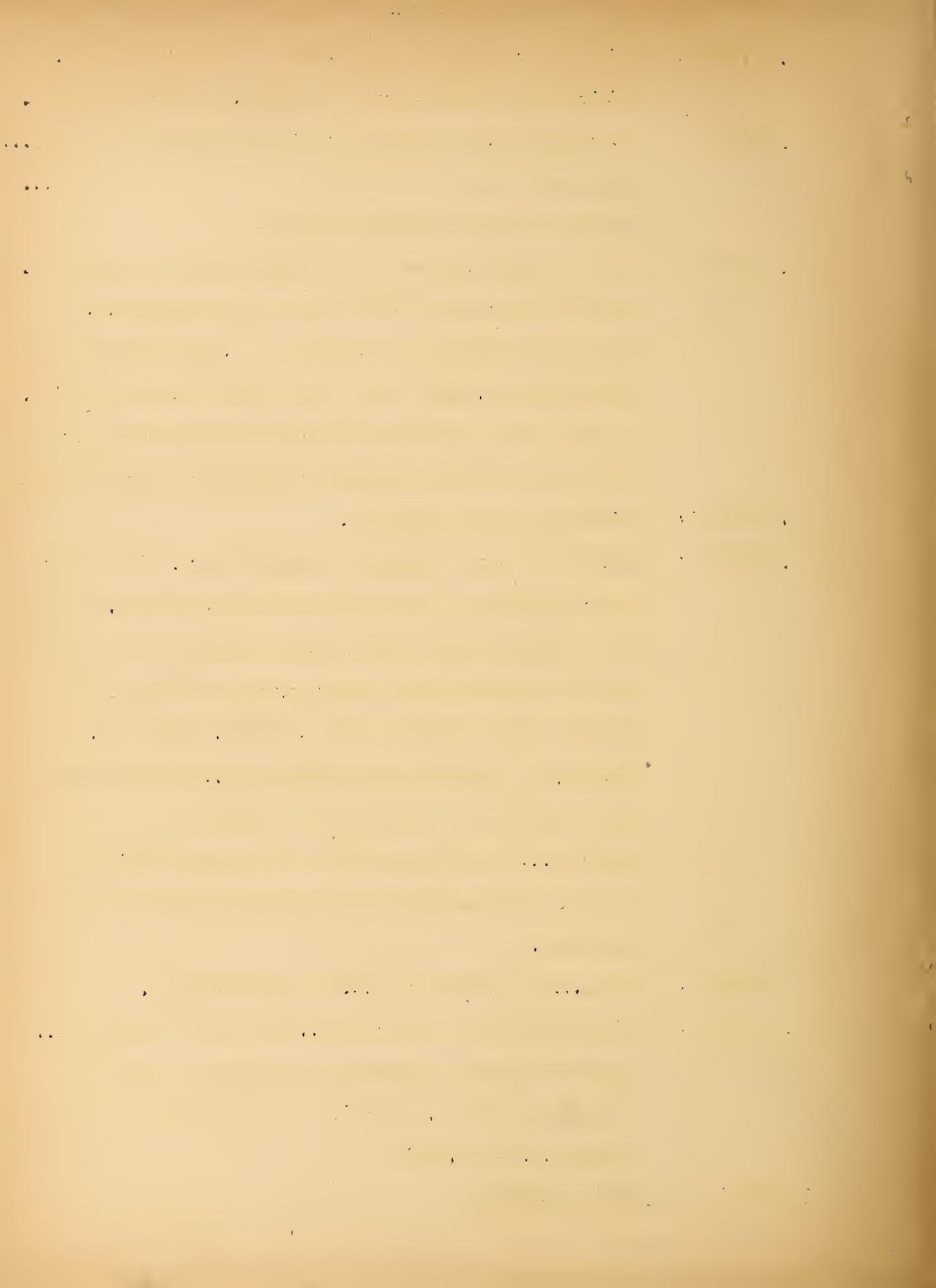
75. FREYMAN: That's very good reasoning.

76. RANCHER: And lately I got to figuring a little more. I mean you can't help figuring when you see all the posters, and hear all the stuff on the radio. I began to see that it was doing the country good to have my money in there. Then, strictly selfish reasons again, ma'am...I figured if this Victory Loan they're talking about now...is going to help bring fellows back; if it's going to help them get well quicker...and get things back to normal maybe I'll get a few extra cowhands I've been needing, for this herd I got out here.

77. FREYMAN: Well...it certainly will...you're right there.

78. RANCHER: I reckon that you housewives...as well as us ranchers... and probably just everybody has got his own reasons for buying these bonds. I can't see but that they're all good reasons... Right, ma'am?

79. MUSIC: BRIDGE AS BEFORE



80. JOHN: And now we've heard about the sugar situation...and the meat situation...along with a couple of wise remarks on the part of these food producers, Mrs. Freyman. Who else do you want to hear from?

81. FREYMAN: Well, I've just got a kind of curiosity, Johnny...since we're covering the whole food situation...to know about chickens and eggs. Are we breaking any records there?

82. MUSIC: BRIDGE

83. SOUND: CHICKEN NOISES BEHIND

84. POULTRYMAN: Now you just step out of the way, Mrs. Freyman, while I shut the door to this hen house. I think I got the noisiest chickens in the county.

85. SOUND: CHICKEN HOUSE DOOR CLOSE...CHICKENS OUT.

86. POULTRYMAN: Let's just walk on towards the house, and talk this thing over, shall we? You want to hear about which is going to come first in 1946, the chicken or the egg, and all that sort of thing.

87. FREYMAN: That is the idea. There'll certainly be plenty of poultry, won't there?

88. POULTRYMAN: Yes, ma'am. There's likely to be a heaping plenty. And a lot of eggs. Not as many maybe as last year. This year you folks consumed an all-time record of three hundred and ninety eggs apiece. And there will be plenty again this coming year.

89. FREYMAN: Are you raising as many chickens as ever?

90. POULTRYMAN: There'll be about as many in '46 as there were this year, but it'll seem like more to you, because they'll be easy to get. Food of all kinds will be more plentiful.

91. FREYMAN: And turkeys?



92. POULTRYMAN: Still plenty of 'em. Yes, Mrs. Freyman, we've got plenty of eggs around here on my poultry farm. And just between you and me, we've got some nest eggs too.

93. FREYMAN: Nest eggs? Why I thought....

94. POULTRYMAN: Sure, don't you get it? Something "laid" aside for a rainy day. (IN MIKE...AS IN HER EAR) Bonds, Mrs. Freyman. Victory Loan Bonds...as an old poultryman myself...I sure do know a good nest egg when I see it.

95. MUSIC: LIGHT BRIDGE

96. JOHN: (LAUGH) Well, Mrs. Freyman... On this big final day of the Victory Loan drive...we're certainly hearing a lot of down to earth advice from fellows who know what they're talking about when it comes to buying bonds: the producers of America's food.

97. FREYMAN: Well, now Johnny...there's another item I'd like to hear about...seafood. Will we have plenty of fish...in 1946?

98. MUSIC: NAUTICAL THEME...."SAILING"...

99. SOUND: WATER...CROSSFADE WITH MUSIC. HOLD UNDER VERY LOW.

100. FISHERMAN: Easy now, Mrs. Freyman. You just sit here in the stern of this boat, now.

101. FREYMAN: It's a...a little rough out here, isn't it?

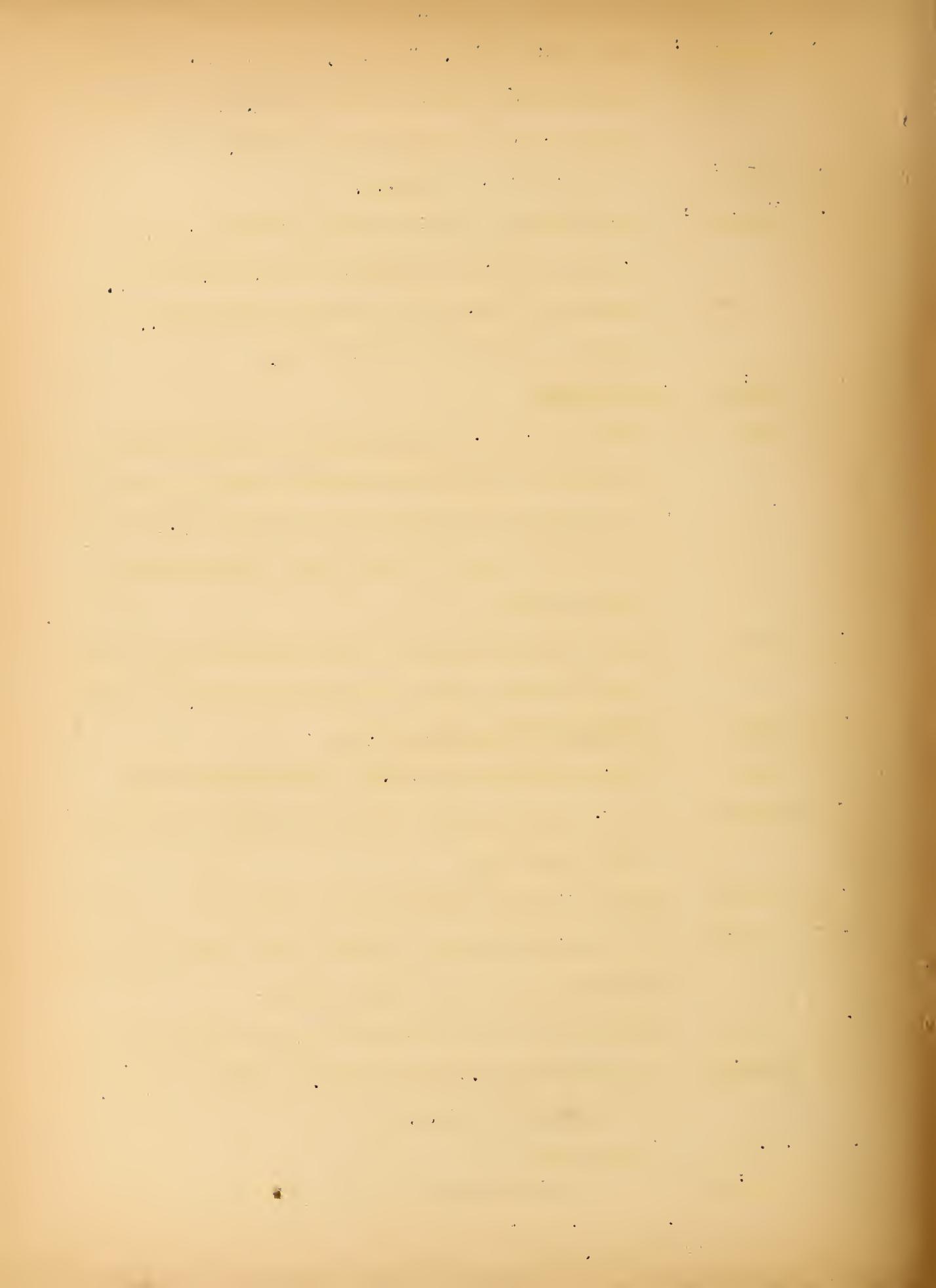
102. FISHERMAN: Oh, this isn't anything. They're biting good, today, too. Good day to see a lot of fish, ma'am.

103. FREYMAN: Speaking of a lot of fish...will there be plenty next year?

104. FISHERMAN: Yes indeed there will...all you want. Even more than this year, and that's good too...

105. FREYMAN: That's good?

106. FISHERMAN: Oh, I may just be prejudiced, but fish are sure good for you. I mean, healthful; full of vitamins and all that what-you-call it.



107. FREYMAN: Yes...I know about that!

108. FISHERMAN: Well, anyhow in 1946...a lot more people can get a lot more fish, because transportation will be better inland, you know. There'll be more canned fish, more fresh, and more frozen.

109. FREYMAN: In other words, more fish.

110. FISHERMAN: Exactly right. I guess on your food tour today, ma'am... you're hearing a lot about what there's plenty of...

111. FREYMAN: Sure...except a few things, like sugar for instance...

112. FISHERMAN: Yes...well that'll clear up before long. There's so much plenty around...I hope folks don't forget that we've got a little buttoning-up to do, on this Victory business. A fisherman out on the water all day, ma'am...gets a pretty good chance to think things over. I thought myself right into buying a big chunk of Victory Loan bonds.

113. FREYMAN: You did? That's what I call...thinking.

114. MUSIC: BRIDGE UP AND DOWN

115. JOHN: Any more questions, Mrs. Freyman?

116. FREYMAN: Yes, Johnny...butter. What about that?

117. JOHN: Let's see about the whole dairy situation...

118. MUSIC: FERDINAND OR SOME SUCH

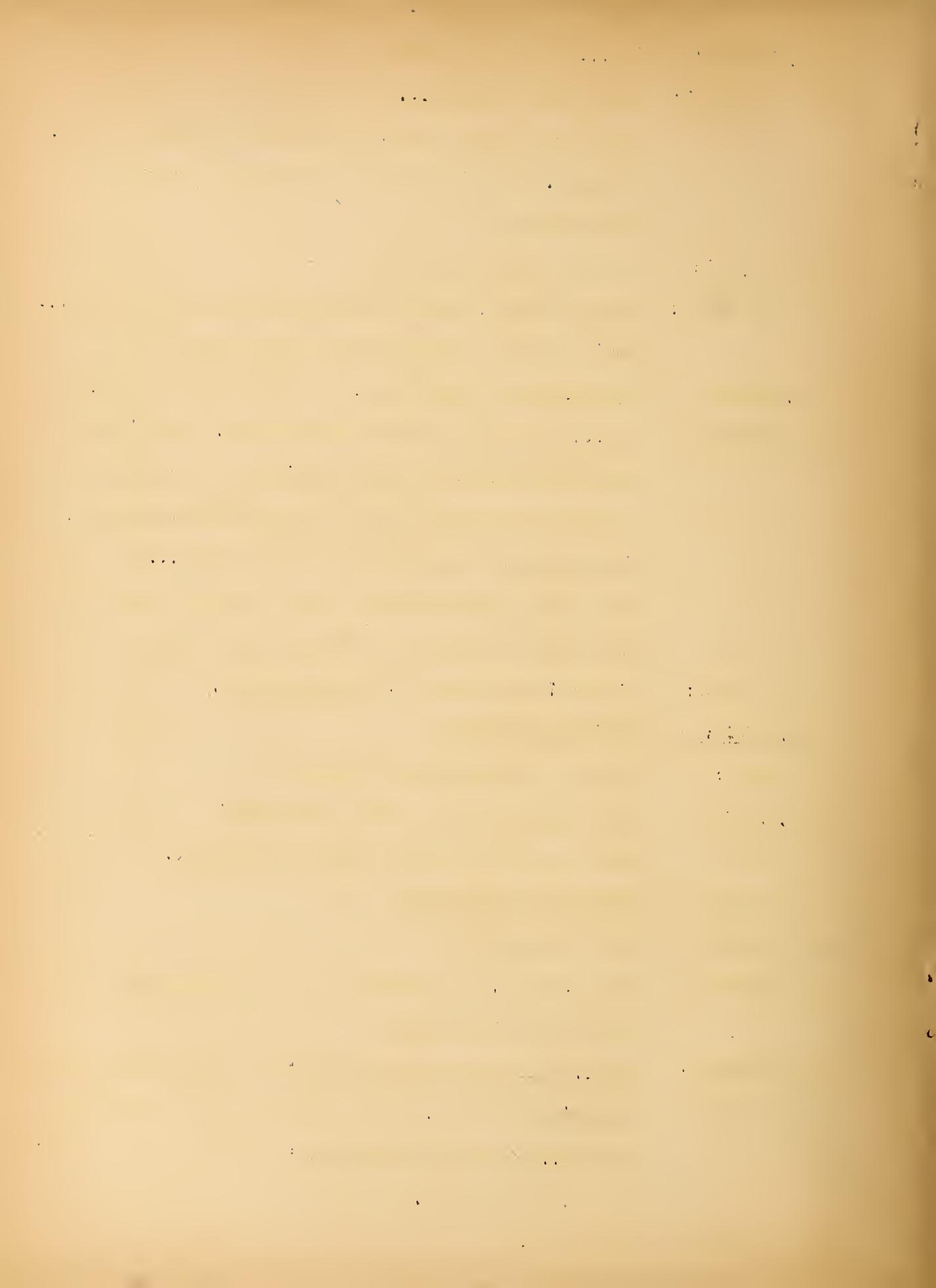
119. SOUND: AN OCCASIONAL MOO.

120. DAIRYMAN: Howdy, howdy, Mrs. Freyman. So it's milk, cream, and butter you want to hear about?

121. FREYMAN: Yes...what about butter...will there be any more in 1946?

122. DAIRYMAN: There'll be more...somewhat more than in the last three years...but still considerably less than you were enjoying just before the war.

123. FREYMAN: Oh, I see...



124. DAIRYMAN: But as for milk and cream...there'll be about all you need. I suppose you know that more milk was produced this year than ever before in the country's history.

125. FREYMAN: Is that so?

126. DAIRYMAN: Sure. And this coming year there will be near-record supplies of cheese, and canned milk. You'll also have plenty of cottage cheese, and chocolate milk and butter-milk.

127. FREYMAN: What about ice cream?

128. DAIRYMAN: Well, this fall you know, all the wartime restrictions were lifted from ice cream, and the only thing that's holding it back now is sugar. When there's plenty of sugar, there'll be all the ice cream you want, too.

129. FREYMAN: That's good news.

130. DAIRYMAN: Oh, we're proud of our record all right...we dairyman... and personally I'm proud of something else, I don't think I have to tell you what it is...a little investment I made.

131. FREYMAN: I don't think you have to tell me either. I suppose you're going to save those bonds until they mature and pay you four dollars for three?

132. FREYMAN: Mrs. Freyman...you guessed it.

133. MUSIC: SHORT BRIDGE

134. JOHN: Madam Freyman, you have time for one more question.

135. FREYMAN: Vegetables...canned and fresh. What's the picture for '46, Johnny.

136. MUSIC: BRIDGE "POTATOES ARE CHEAPER"



137. TRUCK FARMER: Oh...folks don't have any worry there, ma'am. None at all.

There'll be plenty...potatoes, beans, spinach, carrots, tomatoes...everything you can think of. And what's more... not only fresh vegetables but canned too.

138. FREYMAN: I notice there are a lot more, even now.

139. TRUCK FARMER: Yes, because military needs were relaxed this summer.

Sounds like an understatement, doesn't it, Mrs. Freyman.

Anyhow...the Department of Agriculture says that civilian supplies of canned vegetables may turn out to be the largest on record.

140. FREYMAN: Imagine that. Well, now...I've been visiting all over today...to dairymen and ranchers and fishermen...all kinds of food producers, to get this story, on the food situation for 1946. And because today is the last big day of the Victory Loan drive, they've sort of given me a little sidelight on why it is that during the war they bought bonds... and why right now, in peacetime, they're buying Victory bonds. I thought maybe you too...

141. TRUCK FARMER: Know exactly what you mean. Well, I reckon I couldn't say it any better Mrs. Freyman, than the Secretary of Agriculture did, when he told us...

142. MAN: "The financial stability of agriculture for the next twenty-five years will be determined in a large measure by the way farmers use their expanded wartime income. I cannot urge them too strongly to keep on saving, buying and holding U. S. bonds until the danger of inflation is over."

143. MUSIC: BRIDGE...FADE UNDER AND OUT

144. JOHN: Next week on CONSUMER TIME, we're going to hear about your home tomorrow...

145. FREYMAN: What's new in houses...and furniture...and household equipment...and well...just all about your modern home.



146. JOHN: So be with us then...for another edition of...

147. SOUND: CASH REGISTER

148. ANNCR: CONSUMER TIME!

149. SOUND: CASH REGISTER...CLOSE DRAWER.

150. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D.C. This broadcast period for CONSUMER TIME has been made available as a public service.

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